

**North East Valley Anti-Meth Coalition
Resources Subcommittee Meeting
May 30, 2007**

Present: Stephanie Kreiling, Community Bridges; Mark Lewis, Community Information and Referral; Bill Brown, Arizona Together; Marge Cook-Dixon; Sophia Campbell, The New Foundation; Valeria Kime Trujillo, City of Scottsdale; Karen Kurtz, Facilitator

Introductions/Meeting Purpose: Subcommittee Chair Stephanie Kreiling led the introductions. Participants shared samples of existing resource guides. Stephanie and Karen Kurtz reviewed the strategic plan objectives related to the work of the subcommittee.

The goal of this subcommittee is to ***Ensure that there is adequate, accessible and comprehensive information about available and affordable resources for meth education and treatment.***

The work has two phases: 1. design and produce a comprehensive resource directory in one or more formats; 2. design and implement a plan for distribution.

Action Planning: Karen Kurtz facilitated a discussion on the actions needed to accomplish the first objective.

Types of Information to include in resource guide:

- 12 Step/Other Support groups
- Detox programs
- Outpatient Treatment (for adults and youth by pay source)
- Inpatient Treatment (adults and youth by pay source)
- Faith-based Programs
- EAP Programs
- Prevention Education
- Community Trainings
- Parent Education
- Youth Education
- Legal – Attorneys
- Dental services?
- Signs and Symptoms (see discussion below)
- Legal Ramifications (see discussion below)
- Physical health symptoms (see discussion below)

A discussion ensued about whether the purpose of the guide is to lead users to programs and services that provide information about meth or to be the source of the information about meth. There were two points of view on this issue. If this resource guide is the source of information for signs and symptoms or legal ramifications etc., then the coalition will have to be responsible for monitoring and updating this

information as things change. It would be better to focus only on getting people to the organizations that have expertise already instead of be the source of the material. Another point of view is that there should be information in the resource guide that helps people decide whether they need help (i.e. a checklist of 20 questions that might indicate a problem with drugs and alcohol for example). The subcommittee did not reach a definite conclusion about this issue. There may need to be some kind of overview for each part of the resource guide, but how much information to include has yet to be determined.

Target Audiences (Organizations and Individuals)

The subcommittee listed possible target audiences that would potentially use a meth-specific resource guide and the format of the end product that would be most useful for audience category.

Organizations:

Schools
Fire/Police Departments
Hospitals (Social Work and Emergency Rooms)
Faith community (organizations and ministers)
Treatment Facilities
Senior Centers
Employers (EAP's)
Shelters
Youth organizations
Social service provider organizations
Libraries
City human services
Tribal communities
Physicians
Clinics
Counselors
Dentists

Individuals:

Parents
Youth
Grandparents
Neighborhood groups

Type of Product for Individuals:

1. Brochure
2. On-line
3. Promo Material
4. Word of mouth

Type of Product for Organizations:

1. Hard copy directory
2. On-line
3. Brochure to distribute to clients
4. DVD or CD

The subcommittee determined that the general public would most likely use an on-line directory rather than a hard copy version especially since the hard copy goes out of date so quickly. A quick list brochure that lists a few key resources and promotes the on-line resource guide would be the most effective way to reach the most people within

the current budget. The brochure could also be available in pdf format at the CIR website and could be printed by various providers to distribute to clients. The subcommittee listed their possible final products in priority order:

- 1st priority – Develop a quick list brochure
- 2nd On-line resource guide
- 3rd Hard copy resource guide
- 4th Promo material (grocery bag campaign, pens, refrigerator magnets etc)
- 5th DVD/CD version of resource guide

The discussion about what type of product to create generated the following questions that need further discussion and/or research:

1. Should focus the directory on what's available in the seven coalition communities at least as a starting point. *Decision: The resource does not have to be physically located in the community, but must serve one or more of the coalition communities. This criterion will be used to start and the committee will review the results to see if any categories of service are missing.*
2. Should the directory include both for-profit and non-profit agencies? CIR includes only non-profit agencies because of liability concerns. The Area Agency on Aging includes both. CIR requires their non-profits to provide proof of their non-profit status before they can be listed. They have had experience with people claiming to be non-profit, but have not been. There is also a question about liability when including for-profit agencies. Is there any liability for the coalition if a clinic or lawyer listed in the directory commits a crime such as fraud, abuse or does not maintain his/her license etc.? This question needs more research. *Decision: Include both for-profit and non-profit resources. Do further research on the legal questions.*
3. Liability – Does the coalition need a disclaimer statement as part of the resource guide stating that the coalition is not endorsing any of the organizations listed. If so, what should the language be? Whose lawyers are the ones to address this issue?
4. Do we need an organization's permission to list it in the directory? CIR will check to see if their permission slip already authorizes this for their resources. The subcommittee did not know the answer to this question for the for-profit agencies. Also, what kind of review process will the subcommittee use to verify the information with for-profit providers.
5. What do we want to achieve with the resource directory? Are we leading people to organizations that can help or are we intending to be the source of educational information as a coalition? (see previous discussion).
6. What languages should the product be available in? *Decision: English and Spanish for sure. Are they needed in any Native American languages?*

7. Are there any cultural sensitivity issues? *Decision: Make sure to check for resources targeted to specific cultural groups.*
8. Who/how will the database be kept up to date? This raised questions about whose server an on-line database would go on and how would it be maintained. CIR has the ability to do an on-line resource guide specific to the coalition. There would be a cost to develop the site and a cost to maintain it. Mark will research and bring the information back to the next subcommittee meeting. The subcommittee would still do the data collection and oversee the development of the product as well as develop the other products such as the brochure. *Research question: Does the coalition have to bid for a provider to create an on-line directory? Whose bid procedures do we use?*
9. How will the coalition evaluate the usefulness of the resource guide to the users? CIR does counts of the number of hits and number of brochures distributed. Another on-line guide called Swift Resources has a feedback form on their website. Before implementation, the subcommittee discussed having a small group of potential users (i.e. Emergency rooms, schools etc.) test a draft of the final product and give feedback on its usefulness.
10. What will be the scope of the resource guide? Should it be meth specific only or all drug and alcohol? *Decision: The resource guide should be meth specific resources that serve the seven coalition communities. The subcommittee will review the initial list of resources that meet these criteria and determine if the criteria need to be expanded.*

Action Plan

The attached action plan lists the specific steps needed to complete and distribute the resource guide. Additional action steps will need to be added as the questions in the issues section are answered. Specific dates and assignments are also needed for actions beyond the June meeting. (see attached)

Subcommittee Functioning

Subcommittee members asked if Mark Lewis from CIR would be interested in serving as the subcommittee co-chair with Stephanie. Valerie will contact Roberto Armijo to request Mark's continued participation.

The group decided meetings would generally be scheduled on Tuesday or Wednesday afternoons. Stephanie would send an email to check the availability for June 26, 27, or 28th. The group decided to communicate by email between meetings.

Additional help is needed for marketing design, tribal representation, and identifying a small group of users who would review and test a draft of the resource guide. Subcommittee members will start compiling names for the next meeting.